

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 5-2654R—Weekly Order—Req. No. 90731—B&W No. 86—81x11—Grocery Trade—74 (A)

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## For a bigger Profit Dollar... keep an eagle eye on your Philip Morris weekly orders

Philip Morris is America's fastest-growing family of cigarettes. Has been for years.

So all you have to do, to make more money on Philip Morris brands, is to be sure that your weekly order is growing as fast as they are...

...and be sure they're in stock all the time, at every location where you sell cigarettes.

Cigarette sales are up...and Philip Morris leads the way. The figures below show the increases in 1973 over 1972.

	Sales (Billions)	Sales Gain Percent	Percent of Total Growth
Total industry	up 22.87	4.1%	100.00%
Philip Morris USA	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.38%	46.1%

SOURCE: The Merrill Year-End Report, January 1974, Courtesy of Merrill Div. of Wheat, First Securities, Inc.

The Profit Makers come from

**PHILIP MORRIS USA**

